

ECOVALET

FRANCHISE INFORMATION



ABOUT ECOVALET



Ecovalet, through the brand leadership of Declan McGonagle, is committed to building the most environment focused network of valeting businesses across Ireland. We want to find people that not only embrace the Ecovalet philosophy but also people that demonstrate they are committed business leaders within their chosen territory. We receive franchise interest every week and we will continue to select the best people from all over Ireland to help grow the Ecovalet car valeting brand. Our franchisees tell us they want to feel a part of the Ecovalet team and family. Our franchisees share our passion, and want to be part of a great network with like-minded franchisees, all aiming to grow the brand and start their own successful business.

If you wish to become an Ecovalet Franchisee then there are 2 options to consider:

1. Mobile Franchise

The core of our network is made up of single license franchisees, who own and operate their own mobile businesses. We've made the process of applying, being approved and joining our network as simple as possible. We've also kept the price simple at only €9995.

For your franchise we will:

- Give you the license to use the Ecovalet brand, logo and services menu
- Fully design and brand your vehicle (you will need to purchase the vehicle yourself)
- Provide 1 years worth of products and valeting tools (everything you will need)
- Provide you with all marketing templates needed to customise your mobile business and connect you to our excellent design teams
- Deliver 4 days team induction and training (at our training centre in Dublin)
- Provide advice on setting up and opening the mobile business
- Provide you with our operations, training, and health & safety manuals

- Supply monthly specials and new point of sale and marketing information
- Promotion on the Ecovalet website and your own bespoke website with 1 years free hosting

Valet Centre Franchise

A fixed location can be a better option depending on your chosen operating territory. Just like the mobile option, we've made the process of applying, being approved and joining our network as simple as possible. We've also kept the price simple at only €9995.

For your franchise we will:

- Give you the license to use the Ecovalet brand, logo and services menu
- Review and advise on site locations for your valet centre (although we won't find the locations, that's up to you!)
- Provide 1 years worth of products and valeting tools (everything you will need)
- Advise on the design of your valet centre
- Provide you with all marketing templates needed to customise your valet centre and connect you to our excellent design teams
- Deliver 4 days on-site team induction and training
- Provide advice on setting up and opening the valet centre
- Provide you with our operations, training, and health & safety manuals
- Supply monthly specials and new point of sale and marketing information
- Promotion on the Ecovalet website and your own bespoke website with 1 years free hosting

What Other Costs Are There?

Annual costs:

We are unique at Ecovalet in that we do not charge a percentage of annual turnover at all. We don't want to penalise you for being more successful instead all we charge is a fixed annual royalty fee of €5000 per year.

Ecovalet Products: We encourage franchisees to sell Ecovalet cleaning and polishing products to earn significant extra revenue from the valet centre. We have a recommended stock starter kit at €400 that supplies you with enough product to help with launch.

That's it. We are very up front about our costs and we pride ourselves on being one of the best value franchises out there. Our aim is to find the right people that will help build our eco valeting network as effectively as possible and to find the right leaders to make that happen.

If you have a passion for innovation and a clear business mind then please get in touch.

Why is Ecovalet a Great Value Franchise?

In truth, because we empower our franchisees to become successful business leaders without having their hand held by us. We need competent, independent and entrepreneurial individuals who will really drive the business within their area. You are buying into the Ecovalet brand, services, systems and training, but we just want to be really clear on what we will and won't offer you.

ECOVALET WILL NOT

- Negotiate with estate agents, solicitors or banks on your behalf.
- Create you a business plan.
- Provide step by step advice on starting a business. The business is yours to create and run, Ecovalet will act as an advisor only.
- Make site visits to potentially suitable premises. We can however advise based on floor plans and photographs.
- Pay any solicitor or legal fees incurred in securing premises.
- Pay for design of new marketing materials specifically for your business that are not part of the design templates. Our design company will provide quotes for bespoke design directly with you.
- Commit to Declan being present at your launch.

ECOVALET WILL PROVIDE

- The rights and license to use the Ecovalet name to open a physically located Ecovalet centre or Ecovalet Mobile business.
- The rights and license to use the Ecovalet service menu.
- Training and operations manual
- Health & Safety Manual
- Staff development programme Manual
- 4 days training of your staff team plus support on launch day (excluding travel and accommodation costs)
- General advice only on location, lease and planning permissions.
- Your own Ecovalet website as per the Ecovalet template site. (It will be set up, but then run and edited by you).
- Set up (but not run) your own facebook and twitter page for your business. We will also create a google business listing.
- Full design templates for all marketing materials, POS and signage to be customised and printed at your cost.
- Supply all future supplies at reduced trade rate.
- A template 'launch' press release and advice on effective launch PR. Ongoing support and PR opportunities will be offered through the PR & Marketing programme only.
- A connection to the Ecovalet franchisee network.